



Benefits of Bike & Walk Friendly Workplaces

Building a culture of bike commuting, May 22, 2019 Webinar

Agenda

- Commuter Choice Maryland
- Bike Commutes in Maryland
- Building a Bike & Walk -friendly Workplace
- Local Bike Association
- Additional Resources



Commuter Choice Maryland

Your Best Resource for Your Smart Commute



What is Commuter Choice Maryland?

- The Maryland Department of Transportation's (MDOT), Travel Demand Management (TDM) Program
- Vision: to increase the use of public transportation, ridesharing, walking, biking, teleworking, and alternative work schedules, to enhance the quality of life of Maryland residents
- Enables MDOT to address key goals, objectives and strategies to maximize traveler choice and deliver transportation solutions and services to reduce congestion, conserve the environment, and facilitate economic opportunity



MISSION STATEMENT

“The Maryland Department of Transportation is a customer-driven leader that delivers safe, sustainable, intelligent, and exceptional transportation solutions in order to connect our customers to life’s opportunities.”



Program Services

○ For Employers

- Provide on-going support
- Webinars on a range of transportation topics
- Provide up-to-date information on commuter benefit options and the commuter tax credit
- Provide marketing materials and information on employee commute options

○ For Commuters

- Provide online and printed resources on transportation options
- Promote the use of Guaranteed Ride Home (where applicable)
- Provide information to commuters to increase their knowledge and comfort-level with using transportation options



Bike & Walk Commutes in Maryland

Bikeable Maryland

- 274 miles of roadways have been “improved for bicycle access”
- 60% of state roadway miles are rated D or better according to the State’s “Bicycle Level of Comfort” measure
- 36 new and replacement bike racks have been added at MDOT rail stations
- 30 new MARC (Maryland Area Regional Commuter) cars have been added to accommodate bicycles on Penn, Camden, and Brunswick lines



Credit: Barbara Haddock Taylor for the Baltimore Sun

Bikeable Maryland



Bicycle Friendly Business

Businesses are evaluated around the 4 E's: Engineering, Encouragement, Education, and Evaluation & Planning.

- League of American Bicyclists has Certified in Maryland:
 - 27 Bike Friendly Businesses
 - 3 Bike Friendly Universities
 - 7 Bike Friendly Communities
 - Frederick
 - Hagerstown
 - Baltimore
 - Columbia
 - Rockville
 - Salisbury
 - Bethesda

Bicycle and Pedestrian Master Plan

- MDOT has recently updated the State's Bicycle and Pedestrian Master Plan (BPMP).
- The BPMP signifies the State's commitment to biking and walking. The document includes objectives and strategies that support Safety, Connected Networks, Analysis and Planning, Partnerships and Economic Development.
- From FY 2014 to 2018, MDOT invested \$15.4 Million to address bicycle retrofits on state roadways. BPMP details new projects the state aims to complete along with estimated costs.



Trends*

4.4%	Population growth 2010-2016	2.7%	Commute by bike or by walking
24%	Population growth of people over age 65 2010-2016	9%	Households with no access to a vehicle
6.2%	Job growth 2010-2015	8.6%	Decrease in transit ridership 2010-2016
74.6%	Marylanders who drive alone to work	32.3	Average commute duration minutes
		Health	#1 motivation among residents who walk to work

*Sources: U.S. Census Bureau, American Community Survey 2017; 2018 MDOT Commuter Choice Maryland Survey

Bicycle and Pedestrian Master Plan: Selected Strategies

Strategically invest to address and prioritize eliminating gaps and barriers in strengthening the bicycle and pedestrian network

Target specific bus stop and transit station area improvements to enhance pedestrian and bicycle infrastructure access

Improve access to data and best practice examples to evaluate alternatives, conduct outreach, and adopt effective policies and plans

Compile and disseminate funding and project information to improve transparency and performance

Improve wayfinding and mapping to better connect users with amenities and businesses



Building a Bike-Friendly Workplace

Poll Question

What does your company do today to support biking to work?

- Provide showers
- Provide bike racks
- Provide covered bicycle parking or bike lockers
- Sponsor safe cycling classes
- Other

Why encourage biking and walking?



- Business Benefits
 - Reduce healthcare costs due to employees' increased health and wellness
 - Reduce carbon footprint
 - Increase productivity
 - Meet sustainability goals
 - Attract and retain talent
- Biker Benefits
 - Increase overall health
 - 23% of residents do not get leisure time physical activity
 - Saves money
 - Control over commute time
 - Do your part to reduce traffic congestion and improve air quality

Indoor Bike Parking & Maintenance

- **Indoor bike parking**

- In-office:
- Wall racks
- Bike storage stands (Bike room)

- **Bike fix-it station**

- Tools
- Air pump
- Tire levers



Outdoor Bike Infrastructure and Amenities

○ Outdoor parking

- Bicycle lockers
- Bicycle racks
- Locked bike storage room
- Covered bike shed

○ Amenities

- Showers and locker room area
- Lockers to store personal items
- Explore partnership opportunities with gyms nearby or other businesses
- Additional amenities encourage additional commute options



Credit: Wikimedia Commons

Walkability

○ Understand Your Needs and Assets

- Walk Audits
- Walkscore.com

○ Infrastructure

- Sidewalks, Crosswalks
- Speed Limits
- Safe access to bus and train stops



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Affordable

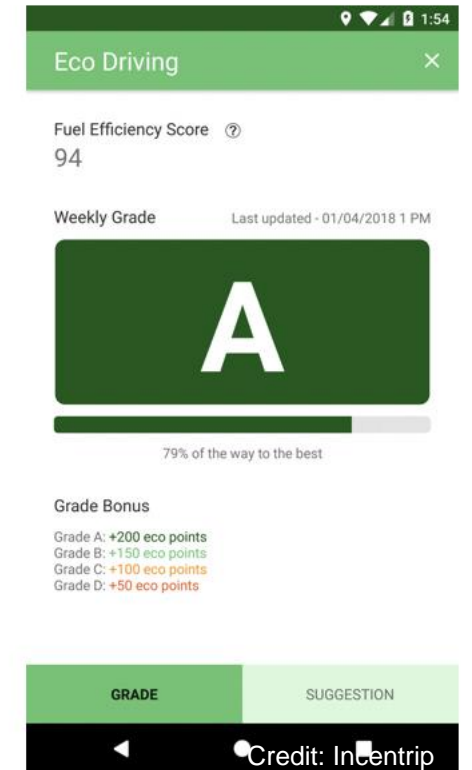
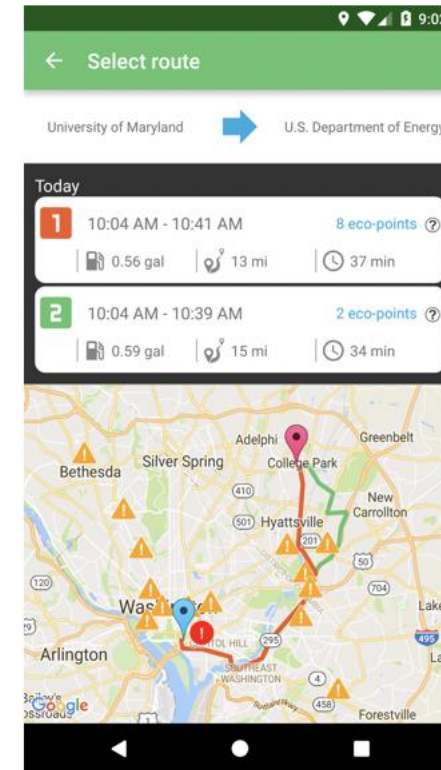
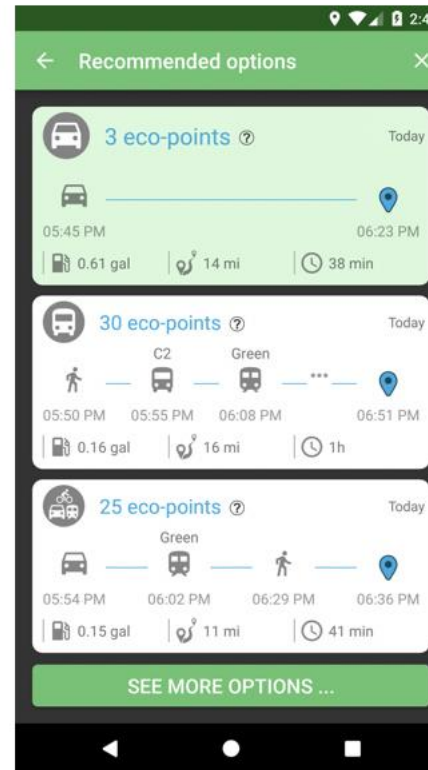
- Assistance with a new bike purchase
- Bike Loaner Program
- Bikeshare is a cheap option for many cyclists
 - Dockless bikeshare is available in Baltimore, Silver Spring, and North Bethesda
 - Capital Bikeshare (docked) is available in parts of Montgomery and Prince George's Counties



Credit: Pinterest

Fun

- **Workplace challenge**
 - Challenge app/tool
 - Competition between teams
 - Prizes
 - Builds camaraderie and teamwork
- **Bike for social activities**
 - Bike to lunch
 - Bike to meetings
 - Bike commuter breakfast
 - Lunch to incentivize



Safe



- On-site maintenance classes
- Bike safety courses
 - Many local bike advocacy groups offer bike safety education

Easy

- Apps
- Route planning assistance
- Bike club
- Bike Mentor Program



Known



[This Photo](#)

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○ Spread the Word

- Office Bulletin Boards
- E-Newsletters
- Office Kitchen or Lunch Room

○ Awards Recognition

- Recognize bikers with the most trips or miles
- Acknowledge commuters who use sustainable transportation
- Events

Case Study: World Resources Institute

- World Resources Institute (WRI) used data from their annual commuter survey to understand the unique staff commute patterns and interests
 - Over 75 survey respondents were interested in biking, but had safety concerns
- WRI designed a 12-week summer bike program that not only incentivized biking but offered social support and training to increase confidence in city riding
- Program had 100 participants (approximately 50 staff riding more than they ever had and 50 serving as Bike Ambassadors) that achieved:
 - An increase in bike miles per person by 8%
 - Increased rider confidence by 6%;
 - Reduced commute-related carbon emissions by 24% (accounting for 75 staff increasing their biking by 1-2 days from other modes); and
 - Resounding support for rider incentives, Bike Ambassadors, and route and gear recommendations.

WRI hosted an Everyday Biking Seminar for employees during lunch





Bicycle Friendly Business Certifications

Why Pursue Certification?

- Pursuing workplace certification will provide your firm with a framework of goals guiding the organization towards the change they need to implement.
- Successful certification will allow your firm to gain recognition for its efforts! Such recognition confirms your firm's commitment to **Health and the Environment**.
 - Health– Reduces cost of healthcare, ensures a more productive workforce and minimizes absenteeism
 - Environment– Plays an active role in reducing emissions and the environmental footprint of your workforce
 - Recruiting– Attracts talent who might be interested in this healthier commuting opportunity

League of American Bicyclists Certification

- The Bike Friendly Business Program, is based on the belief that “bikes are good for business, employees and the community”
- When businesses apply to the Bicycle Friendly Business Program, they are provided with customized feedback regarding how they can become more bike friendly.
- The program recognizes business for their efforts, awarding Bronze, Silver, Gold and Platinum level ratings.
- 1,314 businesses nationwide (27 in the state of Maryland) are currently recognized as being Bicycle Friendly under this certification.



Next Steps

What's in it for you when you claim the Maryland Commuter Tax Credit?

Employers may claim a tax credit for 50 percent of the eligible costs of providing commuter benefits up to a maximum of \$100.00 per participating employee per month.

The tax credit can be taken against the state personal income tax, corporate income tax or the insurance premium tax.

Visit:
Commuterchoicemaryland.com



Photo Credit: mindbodygreen.com

What's in it for you when you claim the Federal Tax Credit?

- In 2019, up to \$265 per month can be taken out of employee paychecks pre-tax or directly subsidized by the employer to pay for transit or vanpool expenses.



Photo Credit: mindbodygreen.com

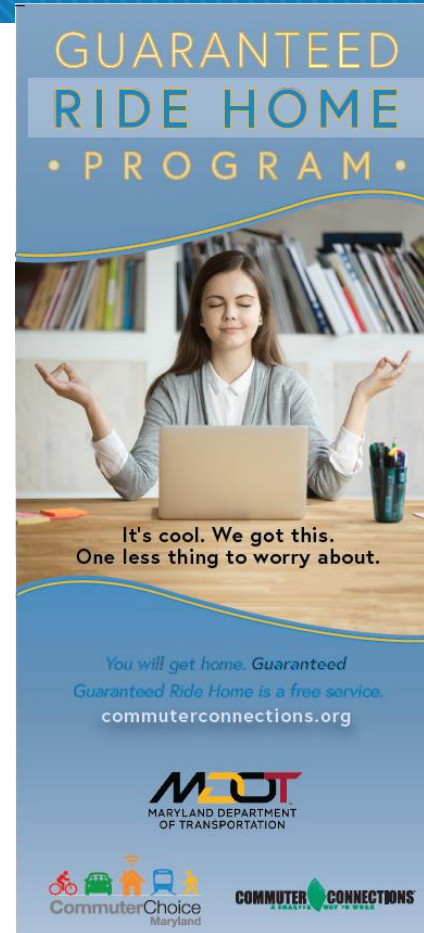
Guaranteed Ride Home (GRH)

What is GRH?

Registered Commuters can qualify for up to four free ride home a year if they carpool, vanpool, take transit, bike or walk to work at twice a week.

What qualifies for free ride?

Event of personal or family illness, emergency, or unscheduled overtime.



Where can I get more information?

Visit:

CommuterChoiceMaryland.com
CommuterConnections.org

Let Commuter Choice Maryland Help Today

- Contact Commuter Choice Maryland to set up a meeting
- Distribute employee surveys
- Provide bike maps and cycling guides
- Create a plan and budget for implementation
- Take advantage of the Maryland Commuter Tax Credit
- Help your eligible employees sign up for Guaranteed Ride Home

Join the Bike Movement

- Bike to Work Day (Annually) - **Friday, May 17, 2019**
- National Bike Month – **May** (Annually)
- National Bike Challenge – **May 1 to September 30** (Annually)

Local Area Bicyclist Associations



Advocates for pro-bicycle legislation on the state and county level

<https://www.bikemaryland.org/>



Represents cyclists in the Greater Baltimore region

<https://www.bikemore.net/>



An organization aimed helping make bicycling better in the Washington Area

<https://www.waba.org/>

Local Area Bicyclist Associations

- Bicycle Advocates for Annapolis & Anne Arundel County (Arnold, MD)
- Bike & Brunch, Inc. (Bethesda, MD)
- Bicycling Advocates of Howard County Inc. (Columbia, MD)
- Frederick Bicycle Coalition (Frederick, MD)
- Mountain Maryland Trails (Cumberland, MD)
- Transportation Action Partnership (Rockville, MD)

We are always here to help!

Connect with a Transportation
Assistance Specialist today!



www.commuterchoicemaryland.com



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